

# Impressions. A Journal of Business Making Ideas

*Here you may profit by the experience of others.*

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**H**OW would you proceed to advertise a general store business in towns of from 2,000 to 10,000 inhabitants, with a fairly prosperous surrounding agricultural community? What amount would you spend and how would you spend it? Give your reasons in full for patronizing any particular mediums, and explain the principles you would follow in their use fully.

To successfully advertise a general store business in towns of from 2,000 to 10,000 inhabitants will necessitate the adoption of different means from those used in a larger town or city.

Let us suppose the business is carried on by the firm of John White & Sons. The first requisite for advertising should be to choose a store name. This, if properly chosen, will give the store a distinctiveness. Avoid such names as "The Cash House," "The Bankrupt Store," "Bargain House," and many others similar to these, as their commonness make them worthless. There are many names more suitable than these. The name should be short and easy to pronounce, and one that can be utilized as a trade mark is preferable. Some localism may decide the choice of a name, but in the absence of this let us suggest a few: "The Beaver," "The Maple Leaf," "The Hub,"

**Advertising  
a General  
Store.**

*By F. B. Utley,  
Galt, Ont.*

"The Star," "The Moon Store," "The Elk," etc. but for illustration let us choose "The Crown," as a name for Messrs. White's store.

Next proceed to connect the name with the store and give it (the name) such publicity that whenever the word "Crown" is spoken or pictured it will at once associate the mind with John White & Sons' store.

Have a large sign with a crown cut of wood, nicely painted or gilded, and hung conspicuously on the store front. (See figure 1.) If the store is a corner block, have a large sign painted on the



FIG. 1.

side of the building with a crown on it, also the firm name, etc. On the windows have a crown painted (but not too large) with the lettering, "The Crown—John White & Sons." (See figure 2.) Procure about 200 small black and white stencil signs made of half inch boards six inches wide by twenty-four inches long. Have nothing on these but "The Crown." (See figure 3.) Have these signs nailed in the country on fences and buildings on the main roads. Human nature is naturally inquisitive and these will arouse curiosity that will lead to inquiry.

At each of the four main avenues to the town have a large sign ten feet high by fourteen feet long. These signs should be made of  $\frac{7}{8}$  matched stuff six inches wide, nailed to three cedar posts set in the ground four feet. The bottom of the sign should be kept from the ground. (See figure



4.) These signs will stand the severest gale without bracing and if properly nailed and painted in black and white (white letters on a black ground) will last for ten years. I speak from actual experience. The object of these signs is merely to keep the name of the store and the firm prominently before the public. The wording should be brief and the trade mark or store name



FIG. II.

should be prominently painted. (See figure 4.) These signs will now explain fully the 200 smaller signs in the country and will indelibly stamp the store name in the observer's mind. Then 100 smaller stencil signs, same as those in the country, can be judiciously used around town. Four or five bill-boards 4 ft. 8 in. wide by 7 ft. 4 in. high prominently placed in the town can be used to good advantage for announcing special sales from

time to time, and bills may be lettered by hand and pasted on these. Boards this size are standard four sheet poster size.

So much for "Outside" advertising. The next medium is the newspaper. A town of two thousand will usually not have more than one weekly

FIG. III.



paper. Of course larger towns have their dailies. The figures given are those based on a town of 2,000. Merchants in larger towns may adapt their business to the local situation. Make a yearly contract for not less than one and a half columns with four specials of half a page about every three



FIG. IV.

months. Use the local columns occasionally. Make this advertising distinctive. Have a special border of small crowns. (The paper should furnish this.) Secure "position" and always maintain it on the local page. Run your ad. three columns wide and half a column deep. Have a cut of a crown and always use it at the head of the ad. At the bottom use the firm name. By all means



change the ad. every week in weeklies and every day in dailies, use cuts and always quote prices.

To supplement the above for the country trade use nicely printed circulars. Do not use cheap paper. Compile a mailing list from the voters' list. These circulars should be sent out regularly every three or four months. Have a cut of a crown on the envelope with no other wording but "The Crown." These circulars will be thoroughly read by the farming people. To be effective these should be written in a personal style something as follows:

"We thought we would write you and tell you of some lines we have that are really excellent values. Here are a few in our Dress Goods Department," then enumerate and always give prices. Do the same in other lines.

The next circular might start as follows:

"Last April (or whatever the month was) we wrote you and told you of some very fine values we had in dress goods, etc., and now we are writing you again for we have something of interest to every buyer. In fact these are real bargains. Here are a few from our shoe department," then enumerate and always quote prices. Give list of other lines in the same way.

For the town trade use hand bills every two months delivered to the houses. Always quote prices on these. When the half page ad. is used in the newspaper, have 1,500 bills run off from the same type and you will thus save cost of "setting up." Deliver one to every house in the town and on Saturday morning from a position near the large sign boards give the balance to the farmers as they come in to town. The unusualness of this latter method will certainly cause these to be read and the farmers will have "The Crown" and its bargains for that day fresh in mind when they reach the business portion of the town.

These methods may be termed "Regular" advertising. There are other methods which may be termed "Specials." For example, never miss some special effort for the fall fair. Vary this from time to time, one year have a large cotton sign on a waggon drawn through the town and on the grounds. Be sure to have the trade mark on this with as little lettering as possible to carry the idea that John White & Sons are the first merchants in the town. The next fall 1,000 or 1,500 scribblers may be given away to children. On the covers have the store advertisement. The following year adopt some other method.

Another special is to offer prizes about once a year, say during the dull season, for the best advertisement written by school children under sixteen years of age. Give such prizes as a pair of shoes, lacrosse sticks, pair of gloves, foot balls, stockings, etc., etc., giving three or four prizes. It should ever be remembered that children are good advertisers. They talk at home and a pleased child means a pleased parent and almost a sure customer.

While we have intimated the kinds of advertising to use, it may not be out of place to suggest some kinds not to use. Here are a few: Hotel registers, livery stable clocks, "Write-ups," travelling fakir schemes on blotters, game boards, lantern slides, stage announcements and many others.

There are two important things to be remembered in all successful advertising, truthfulness and an everlasting sticking at it, making special efforts in the dull seasons.

The cost of such a system as outlined above will not be excessive. Below we itemize and give yearly cost approximately for a town of 2,000:



	Good for	Cost per year.
Four large signs, \$60.00.....	14 yrs.	\$6 00
200 stencil signs, \$15.00.....	5 yrs. or more	3 00
100 " smaller signs, \$5.00.....	5 " "	1 00
Store sign, \$1.00.....	10 " "	1 00
Window sign, \$3.00.....	6 " "	50
4 bill boards, 4' 8" x 1/2" thick, \$6.00	6 " "	1 00
Newspaper .....	1 year	100 00
Cuts, \$10.....	4 years	2 50
1,000 circulars, 3 times a year.....		9 00
3,000 envelopes .....		5 50
Postage.....		30 00
1,500 handbills for town distribution (750 each time).....		2 50
1,500 half page ad. bills 4 times (presswork and paper only; per set, \$1.50).....		6 00
Fall fair, 1 year.....		5 00
Prize ad. contest.....		5 00
Total.....		\$178 00

The above is based on a gross business of \$15,000, allowing only a little over 1 per cent for advertising. Should the business warrant a larger expenditure the circulars and handbills could be sent out oftener. The town could be billed every month. For the fall trade \$25.00 worth of good litho posters could be used advantageously posted in town and in the country.

If Messrs. John White & Sons will persistently follow out the above and supplementing same with courteous and fair dealing we predict for them a successful business career.

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'TIS often sprung: "Salesmen are born, not made." To the contrary, notwithstanding, it does not take the powers of deduction for which the late Sherlock Holmes was famed, to note that some pretty fair "artificial salesmen" have met with success—if artificial may be used to designate the "made" variety. Some of the so-called "born" cogs in the wheel of commerce need to be filed down—they need a little "larnin'," as Josh Billings suggested.

**Capturing  
Home-  
Seekers.**

*William R.  
Draper*

**M**ILLIONS of dollars are spent every year in advertising the resources and advantages of the Great Southwest. Ninety per cent. of the advertising is done by the railroad companies whose lines traverse that section, although there are numerous commercial clubs and land and townsite companies spending considerable money in the exploitation of the country.

In the immigration advertising work being done by the railroads, promotion and publicity have been reduced to a fine art. The various immigration associations not only select the best mediums in which to place the immigration advertising, but they follow the inquirer from the time he first drops them a line, until he either buys property along their line of railroad, or declares his intention not to do so.

For instance: Wilson Rider, a farmer worth \$6,500 living in central Ohio on land valued at \$150 an acre wishes to move Southwest. He is used to raising wheat and corn on his high-priced property, and naturally he wishes to move into a country where he can follow the same kind of farming.

This farmer answers the advertisement of the Frisco System. The inquiry is referred to the general immigration agent, by him to the immigration agent residing nearest the man, who calls personally upon this prospective buyer. The immigration agent then writes the general office that he has visited this man and he is seeking a home in a country similar to that where he now resides, but where land can be bought cheaper and where the opportunities are greater. The farmer has his mind made up to move to central Oklahoma. It so happens that the section to which he most desires to go is similar in agricultural conditions to the country where he resides.

The general office then notifies the south-



western agent in the central portion of Oklahoma that Wilson Rider, of central Ohio, with \$6,500 to invest is desirous of moving to his section and the agent is requested to take the matter up direct with him.

This is done, and the correspondence that follows often runs into months and even a year before the prospective buyer moves. Even then he may visit the country and look it over, returning three to six months later to buy. An immigration agent with a party of home-seekers making a second trip is always sure to make sales.

This much for the follow-up system, which is practically the same in all railroads. The publicity department of the immigration bureaus is an important feature of modern immigration, inasmuch as there are many forms of advertising to be taken into consideration, many articles to be written, many opportunities to be taken advantage of. It requires constant gathering and distribution of information to make the immigration associations of value to the railroads.

One of the most efficient immigration bureaus in the United States is that conducted by the Frisco System. This I can say without fear of contradiction because in the past they have produced more business, developed more territory, covered a wider range and gained more publicity than any other similar bureau in the country.

S. A. Hughes, general immigration agent, is also an excellent publicity agent and he not only understands the art of placing advertising where it best pays, but he has a knowledge of the value of his business to the newspapers and magazines, and with the assistance of a staff of writers he is obtaining considerable exploiting of his immigration work in the newspapers and magazines.

Immigration advertising finds its best results from the weekly and daily newspapers in towns of

from five hundred to ten thousand in sections where farmers, tradesmen, and business men are getting ready to move. This would cover a wide range in itself as two hundred thousand home-seekers moved southwest, investing about \$300,000,000 during the last year, and it is expected that immigration will increase every year.

The immigration department of the Frisco System has agents in almost every eastern state and territory and it also has several traveling agents whose duties are many.

These agents visit the resident agents, stimulate interest and help them settle petty differences among each other and induce home-seekers to move southwest as quickly as possible. The Frisco has been advertising heavily at county fairs in Ohio, Indiana and Illinois this fall. This advertising consisted of display advertisements in local papers where the fairs were held, reading articles, and a liberal distribution of hand bills and printed booklets. At the fair grounds some of the agents assembled an industrial and agricultural exhibit and to those who visited this display there was always plenty of information to be had from the agents managing the exhibits. Several Frisco agents travel over the southwest in the dull season—during the summer—and during the fall and winter they give lectures to parties desiring to move southwest, or those who may be interested. These lectures are often illustrated by stereoptican views.

One of the original features of the Frisco Immigration Bureau is an excursion to its northern and eastern agents annually. This excursion is given for the sole purpose of exploiting the resources of Frisco territory and showing the army of agents the country about which they are called upon to talk. Mr. Hughes managed an excursion to agents last February in which three hundred



land agents and sixty editors spent nine days in going over the southwest.

As a result of this trip the Frisco received over nine hundred columns of exploitation in country papers about its territory, and several magazines printed lengthy articles descriptive of this unique feature—a land agents' excursion.

W. J. Doyle, secretary of the Frisco Association, has inaugurated a new feature in immigration advertising — that is to place the advertising through the recommendation of the immigration agents. This has led to the selection of first-class mediums in every section. The immigration agents know the mediums in their territory best to use and they furnish this recommendation to Mr. Doyle. Another advertising feature inaugurated by Mr. Doyle is the furnishing of his agents each month, and sometimes twice monthly, a story about some section of the southwest in which the Association and the agent is mutually interested. This agent often has this article run as paid advertising matter, but again as often does the editor see fit to print such articles as news matter. Thus the papers in the east and north are not only filled with a good line of paid display advertising, but the Frisco Bureau furnishes them well-written articles about the country. The interest of the reader is thus held; he writes the railroad company much sooner, and by the personal solicitation plan he is moved much quicker than by the old plan of advertising promiscuously in publications the value of which were not known.

A line of advertising not ordinary is being carried out by the Frisco Land and Immigration Association. This Association, through its president Mr. Hughes, has been taking advantage of the World's Fair to interest foreign countries in the southwest. Mr. Hughes took down repre-

sentatives of eight foreign powers and secured the endorsement of nearly all of them on the rice fields of the Texas. This endorsement went to their own country in the form of an official report. The Japanese representative, who accompanied Mr. Hughes, gave out an enthusiastic interview on Texas in Wall street, which was widely printed and resulted in thousands of dollars' worth of advertising for the rice fields.

Even the immigration agent needs advertising to keep him up and going, and the writer devised a bulletin to agents which has had the desired effect in stimulating them to increased interest.

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**T**HE most effective advertising design is the one that gives to the article advertised the greatest amount of human interest. This is the sort of design that influences readers to purchase. It not only attracts attention, but also arouses some degree of enthusiasm, and induces the reader to act on whatever suggestion the advertisement offers. It is to be deplored that so few designs have this element of human interest.

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**L**OSS should always prove profitable. In other words, if the loser carefully investigates the cause of his loss, discovers the why and the wherefore, and takes the proper steps to avoid the same error in the future, he is in a stronger position than before, and will extract profit from his past experience. To lose is not so deplorable as to fail to profit by one's loss. The only man who never loses is the man who never ventures. All great successes are built upon past losses.

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Many a man with a side-line has known what it is to be side-tracked.



PEOPLE know in a vague sort of way that all wealth comes out of the ground ; that this is an agricultural country ; that the state of business depends upon the condition of the farmer ; that when the farmer has money we all have money ; that trade is expanded or depressed as the farmer's purse is heavy or light ; that we can have no hard times while the farmer is prosperous ; that Wall Street can "go broke" or "go hang" without materially affecting the country at large as long as the farmer is attending to business and conditions are favorable to Illinois corn, Kansas wheat and Texas cotton.

It has been shown that a "rich man's panic" has less effect on general prosperity than would result from a crop failure in two big states.

Strikes, lockouts, labor troubles cannot ruin the country as long as the farmer is safe. But let the farmer strike ! Of course you must concede we should all starve and part of Europe go hungry with us ; but I do not refer to that phase of the question. Every child is ready to admit the importance of the farmer as a producer ; it is as a consumer that he is little understood.

Let the farmer stop buying and what would become of all the mills and mines, the great factories and wholesale houses of our cities ? The retail stores on Broadway would close their doors because the people who buy from them are dependent for income upon some business that is directly or indirectly dependent upon the farmer as a consumer.

These are commonplaces, but they are repeated for a purpose. The city man—the manufacturer, the advertiser—is too vague and general in his conception of the farmer as a consumer.

In the touch and go of commercial life men are influenced by the things of daily experience and contact. They do not see the farmer. They may read the crop reports issued by the Trade Reviews and Commercial Agencies, but the agriculturalist is something far off—an indistinct being in a hickory shirt and blue overalls hanging over a worm fence chewing a wisp of hay.

The New York clerk with his smug conceit and little round Derby can tell you all about the farmer. He thinks of all farmers as counting the pennies and exchanging their produce for bare necessities at the village store.

It is difficult for him to conceive of the prosperous farmer of the Great West buying piano players and automobiles, sending not only his sons but his daughters to college, fitting his house with hardwood floors and modern plumbing, furnishing it with a hundred articles of use and luxury beyond the means of the average dweller in town.

This aspect of farm-life is a comparatively new one—a

development of the last few years. Farmers of moderate means live better today than did the best of them twenty years ago; and they offer greater possibilities to the advertiser of most commodities than the average city man of equal income, who lives in a flat or apartment and spends the greater part of what he earns on his rent, his stomach, and his amusements.

The farmer pays less for frivolities and more for the solid, practical advertised commodities— inventions, handy devices, implements, vehicles, sewing machines, musical instruments, carpets, cutlery, curtains, stoves, heating apparatus, paint, soap, wallpapers, bedding, roofing, shoes, trunks, clocks, firearms.

Indeed, it would be a bold man who would say what could not be successfully advertised to the country homes of America.

I have gone carefully through the pages of the October magazines and believe that 92 per cent of the announcements could be profitably placed before the farming community, while not over 46 per cent of the articles can be found in the pages of the Agricultural Press.

Consider, if you please, that there are almost twenty-nine million people on the farms of the United States; that our rural population constitutes thirty-six and three-fifths per cent of the entire number of our inhabitants; that it is responsible annually for three-eighths of our national wealth production; that the agricultural public is a reading public and a responsive one; that its attention is not distracted and divided by constant and competing appeals; that it has the patience to hear your story to the end, and time to reflect upon it afterward. Most interesting of all is the fact that this great body of consumers constitutes a specific class to be reached efficiently and economically by means readily at hand.

Broadly speaking, the farmer reads the County paper and his Agricultural Weekly or Monthly. Farming today is a business. We may regard the farmer as a business man and the farm paper as his trade journal; only he reads it much more intently and exhaustively than the average miner, manufacturer or builder does the news of his craft.

The trade journal confines itself to business and it goes into the office. The farm paper goes into the household. It contains something for every member of the family. It has heart interest and home interest. It touches upon domestic problems, the kitchen, the dairy, the poultry yard, the truck patch, and the flower garden.

The life of the farm cannot be separated from the life of the home. It begins there and ends there. The farmer's wife is truly his business partner, and sometimes she is the head of the firm.

The Agricultural Press is an educational and humanizing



force. It is largely responsible for the higher standards of living in the country homes of today. Its pages bring to its subscribers the interests of the great world as well as those of the agricultural world. Its advertising pages bring to the farmer's door news of the best commodities, time and labor-saving devices, aids to education and culture, books, music, schools, and all the refinements of life. Its practical departments urge better methods, new economies, and new markets—making the farmer's work more profitable, increasing his earning power and his capacity for goods.

It is the only press in the world that in its literary section points the way and assists its readers to more liberally patronize its advertising columns.

The Agricultural Press is a great force, and like most great forces, does its work silently. Its value must be constantly explained to the busy and superficial city man. He cannot summon a mental picture of the thousands of quiet country homes that likely as not are the mainstay of his business, as they are the strength and bulwark of the land.

An advertiser once wrote me asking a number of questions concerning the copy for an advertising campaign. Among others was the query, "How shall I talk to the farmer?" My answer was, "With all the intelligence you've got—and get your brother to help you."

A most characteristic and amusing incident was that of the New York man who submitted copy for about twenty announcements running in magazines and dailies and which he desired to use in farm papers. He wished to know of someone who could rewrite the advertisements, putting them in "common" language that the farmer could understand. He had the usual idea of the city man that it is necessary to write "down" to the farmer.

Admitting that it may often be expedient to prepare a different line of copy for the Agricultural Press, the difference should consist in making the advertisements better, more thoughtful, more accurate and sincere, in writing "up" to one's readers rather than the reverse.

One may perhaps win a city crowd with the bizarre and the sensational, with superficial reasoning, catch phrases and the cheap tricks of ad-writing, but they are lost upon the farmer; they do not appeal to his understanding. One must not fool with the country folks—they don't like it. Neither are they won by a patronizing attitude. They are sensitive to that and see through it as quickly as the rest of us.

The best rule for talking to the farmer is to be direct, manly and sincere. To use all the common sense at our command and to remember that the best is none too good for him.

A writer or speaker must be in sympathy with his audience

before he can influence it. The man who does not understand the farmer does not understand America.

One who is not in sympathy with our great agricultural population is not an American in the true sense of the word.

To know the farmer is to have a very sincere regard and a very genuine respect for him. But whether we understand him or not, we can readily see that he constitutes a most desirable customer.

Ten minutes' study of the last Census Reports, showing the population of the country, classification of industries, and distribution of wealth, will show even a narrow and conservative advertiser that in overlooking the farmer he is ignoring the most numerous buying class and the most profitable customers.

Neglect of this kind on the part of the general advertiser would seem inexcusable. It exists only where he does not appreciate the possibilities, where he underestimates the farmers' numbers, his financial strength and his general culture. The latter I believe to be the greatest influence of all.

Where we underrate the standard of living, the taste and the education of a people, we are very ready to argue that they cannot use our merchandise; that our goods are too fine for them, too good in quality or too high in price.

No large class of our population is as well read and in a wide sense as well educated as the agricultural class. The farmer is not only a great reader but he has leisure to think about what he reads. Professor Barrett Wendell, in a recent article on Education in the North American Review, defines the trained mind as one possessing the faculty of voluntary attention.

This is where the average city business man is so notably lacking—in the faculty of concentration, of logical deduction, of consecutive thought. He reads the headlines of his newspaper, but his mind wanders fifty times from a three-column speech, or a long and closely reasoned argument.

He thinks that he thinks, but in reality he only uses his instincts and his intuition. His mind is flighty; you must catch him on the jump.

The farmer will reason it out with you if it takes all summer and he will amaze you with his fund of information and the judicial quality of his mind. Demonstrate to him that your proposition is right, that your goods are the best, and you will find him a loyal advocate and a tenacious customer, working in your behalf, making converts of his neighbors and saying a good word for you whenever opportunity offers. That is why he is such a profitable patron.

As a buyer he is not influenced so much by the fancy finish and style of an article, or by the package in which it comes. He demands quality, intrinsic worth of material, honesty of work-



manship. He wants to know that the thing will do what you claim for it. He will give you his undivided attention and every chance in the world to prove your case. But he will trip you up on a contradictory statement or a spurious argument.

If your goods are right and you are on the level you can make a lasting friend of the farmer, and no man's friendship is better worth having.

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**E**NTHUSIASM is one of the finest of all human qualities.

It puts piquancy into life. It lends zest and brilliancy to all occasions. Without it a man is like a smoking fire on a rainy day. He is an aggravation to his friends and a disappointment to himself. He throws out neither light nor heat. But give him a touch of enthusiasm, and immediately he sparkles and burns.

Many a salesman, says the News Letter, is faithful, patient, persistent; yet his orders are small. He does not advance in his profession. He never scores a brilliant victory. In fact, he is seldom found in a contest of any kind, because he is too slow and dull to arouse opposition. He never meets an occasion that puts him on his mettle. He is just an average man—or even a little below the average. He is ordinary. He fills a place of business, of course, but nothing like the place he might fill if he were set on fire with enthusiasm.

We are indebted to the enthusiast for the good cheer he imparts. The quality is infectious. No man can have it and keep it to himself. As Lord Lytton says: "Nothing is so contagious as enthusiasm. It is the real allegory of the tale of Orpheus—it moves stones, it charms brutes. Enthusiasm is the genius of sincerity, and truth accomplishes no victories without it." You handle a first-class line of goods. Indeed, you are willing to admit that they are superior to any similar line. They have first-rate talking points. Well, why aren't you enthusiastic over them, then? You have nothing to apologize for; quite the contrary, you have something to be proud of. Go in and win.

The possession of this admirable quality does not make one noisy and pretentious. The fire that burns under the boiler does not roar and flame; but the locomotive flies along the shining rails! That is enough evidence of the heat of the fire. Like all other helpful qualities, enthusiasm can be cultivated, and made to impart a glow and ecstasy to a life of grinding toil otherwise dull and lustreless.

As a rule, it will be found that commercial salesmen are enthusiasts. Sometimes there is an element lacking in the psychology of their enthusiasm, but it is there just the same. And invariably we find the men highest in the ranks are the men in whom this quality is large.

The Power  
of  
Enthusiasm.

EVERY once in a while for the past ten years, wise men have discovered that magazine advertising was overdone, and that among the numerous pages hooked on to the rear end of the monthly publications the individual advertisement was entirely buried and lost. And yet magazine advertising continues to increase, and the number of magazines is greater today than ever before.

The fact is that the advertisements have become to the reader one of the most exciting features of the magazine, and if they were left out, a large percentage of the reader's interest would be gone.

The man who asserts that he tears off and throws away the advertising pages is becoming less and less frequent. And it is probably safe to assume that certainly sixty and probably eighty per cent of the readers of the magazines at least casually glance over the advertisements. That a very large percentage of the readers do more than this, and actually read the ads, is proven conclusively by the results that come to the advertisers.

The fact is, that not more than one-tenth of those who might profitably use magazine space do use it. There are literally thousands of manufacturers in the country who could increase the sale of their product by judicious use of magazine space.

As in all other forms of advertising, there are two ways of getting results from magazine space. One is to use small space and persist in it year after year, the result from such a way being necessarily slow, but I believe practically certain. The other method is for people who are in a hurry and who are willing to pay for speed: that is, to use large space in practically all of the good publications, and to use it long enough.

The magazine advertising will not do it all. The product must be right, the business management good—and this latter includes an intelligent and effective following up, not only of inquiries, but of dealers in case the goods are not sold direct.

Even a very small space used persistently for a series of years will eventually establish a trademark indelibly in the minds of the people. For instance, I doubt seriously if the appropriation for Hartshorn Shade Roller advertising has ever amounted to as much as \$5,000 per year, yet it would be difficult to find anybody with money enough to buy a shade roller who does not believe in their high quality. There are thousands of opportunities for similar trademark building that are being overlooked. An expenditure of a few thousand dollars per year will in the course of time establish a trademark that will practically, without exception, be worth several times the total cost of the advertising—it will not only be worth the money, but it can be sold for the amount.

Magazine advertising may be profitably used by anybody



who has a product the users of which cannot be definitely located. For instance : It is practically impossible to make a correct list of the users of leather belting. Nobody could locate the possible purchasers of tin roofing. There is no way that the manufacturer of hoisting and conveying machinery can make an accurate list of his possible customers. It is safe to assume that a very large proportion of all of the possible customers in all of these, and many other lines, are magazine readers. As an instance : It is a safe proposition that the men who are in a position to use hoisting and conveying machinery are well-to-do, intelligent and educated. And it is almost invariably the case that the well-to-do, the intelligent and the educated, of any community, are readers of a greater or less number of magazines. What is true of this kind of machinery is true of many sorts of machinery, and almost all manufactured articles.

An expenditure of \$5,000 per year will make a very respectable showing in the magazines, and may be counted upon to give a monthly circulation of between one and one-half and two million copies of a quarter-page advertisement. And even a quarter page in some cases may be larger than is necessary, so that either a greater circulation, or a smaller expenditure, is possible.

To illustrate my point again, let us consider the problem of the man who makes something that goes into the building of a house—a patent lath, or a window catch, or a particular kind of stain or varnish, or in fact any appliance or material that possesses a distinctive feature. By advertising in the magazines he will reach not only a large proportion of the people who have houses built, but also practically all of the architects and a considerable portion of the better class of builders and contractors. There is no other practical method for him to spread the news of his business over the entire country. He is debarred from the use of newspaper space because, to cover the country with newspapers would run into too much money. He can't reach by mail the possible builder of a house, because there is no way of getting his name and address. The only practical method is through the use of magazine space, and the money paid for it, while it may return slowly, will surely return.

An expenditure of this sort should not be started as an experiment to be carried on for a few months or for a year. The plan should be adopted as a permanent part of the business policy, and the advertising bills should be paid with as great regularity, and with a greater degree of cheerfulness than the insurance premiums.

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Even those who paddle their own canoe try to borrow some one else's paddle to do it with.

How One of  
Chicago's  
Big Stores  
Tries to  
Help Its  
Salespeople.

**J**OHAN T. McCUTCHEON, who is now engaged on the staff of the Chicago Tribune, has won for himself a world-wide reputation as a newspaper writer and cartoonist. He it was who stood with Admiral Dewey on the bridge of the battleship Olympia at the bombardment of Manila, and in his work as a newspaper cartoonist and writer he has probably had as great an opportunity to study human nature as any man living. He recently produced in the Chicago Tribune a cartoon entitled "It all depends on the boy," in which is depicted the personal traits of character of two entirely opposite types of boy, but who both had their beginning on the farm. This cartoon carries with it such a strong moral sermon that the general manager of Siegel, Cooper & Co., Mr. I. Keim, used it as a fitting illustration to accompany some remarkably pointed paragraphs, which he wrote for the benefit of his several thousand salespeople.

As many of the readers of Salesmanship already know, Mr. Keim is a living example of what a boy can do if he only makes up his mind, as his present position as general manager of one of the largest stores in America has been arrived at only after a long and continued struggle from the lowest round in the ladder, starting as he did as a stock boy in a small store on the west side of Chicago. Through the courtesy of Mr. Keim we herewith reproduce his paragraphs to salespeople.

Mr. Keim says :

Assuming that a young man has a good general education and good character, what are the opportunities of his reaching the top?

First, hope; in hope there is power, as man shall by toil subdue the earth and shape its mighty resources to his use, "What men want," says Bulwer, "is purpose." In other words, not the power to achieve, but the will to labor.

Carlyle says : "Know what thou canst work and work at it like a Hercules." Above all, you must rely on industry to win in the fight in the battle of life.

A great many men fail, because they have no hope in the future. They tread on, day after day, week after week, month after month, and year after year, without purpose, without hope, because they have no confidence in themselves. Ability to use all your resources instantly at the right time, is a valuable gift in commercial transactions.

A wavering man, no matter what his abilities are, is invariably pushed aside by the man of determined will.

Sidney Smith says : "One must not stand shivering on the bank and think of the cold and danger, but jump in and fight his way through."

There is room on the top for all. It only requires hope in the future and the will to labor. The right kind of a man cannot



be kept down, any more than you can keep a cork under water.

The steady pursuit of a plan has to be determined upon, as there is hardly an employment in life so small that it will not afford a subsistence, if constantly and faithfully followed, and it is by indefatigable diligence alone, that a fortune can be acquired in any business whatever.

There are many qualifications essential to success in business, and without them, one is absolutely at the mercy of the more experienced and, as it has been since the world was created, the survival of the fittest.

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**G**ENERAL Publicity suggests Shadow-Soup. This is how "Poor-Lo,"-the-poor-Indian is said to make that ghostly food for his Imagination:

First he gets a good fat Fowl.

Then he starts a Heap-big fire.

Next he hangs a pot of juicy spring water over that fire.

Then he holds the Nutritious Fowl over the pot so that its shadow falls in the simmering water.

Then he Boils the Shadow and throws away the Fowl.

How like to "General Publicity" in "Keeping the Name before the People" when it should be selling goods instead.

Plenty of fire, water, sunshine, labor and "Smoke." Plenty of everything that is expensive and useless, but—mighty little "Meat."

Lots of Attention attracted, lots of Curiosity aroused, but—a great dearth of meaty Facts and convincing Reasons-Why.

Lots of good Appetite and fine Opportunity wasted on a mere Shadow of Meat.

For results from this popular Policy Game called General Publicity read Mr. Thain's article in September issue of Judicious Advertising.

It tells of "A Straw Vote on Advertising."

These straws show the way the wind blows with pleasing precision.

Mr. Thain asked two hundred persons, by letter, to state which advertised articles they remembered best.

This looked like a cinch for General Publicity.

Because the admitted object of true General Publicity is to keep the name before the people.

Ninety per cent of the whole space is often sacrificed to the memorizing of a Name or a Brand.

Such General Publicity is apparently based on the assumption that people lose their minds as well as their money when they go shopping.

It assumes that they recall what they started out to buy

"That  
Costly  
Delusion  
Called  
General  
Publicity."

through murmuring some embryo verselet like "Thirty days hath September, April, June and November."

If they want a package of Force they are supposed to know they want it by reciting to themselves, "Vigor, Vim, made him Sunny Jim."

Mr. Thain's experiment verified that General Publicity did memorize names. It also verified a few other incidentals.

It verified that many of the articles remembered best were those purchased least in their advertised class.

And, inversely, that many of the articles remembered least proved to be those most profitably and extensively sold through advertising.

For instance: Omega Oil was remembered by 32 people out of the 200 asked.

Cascarets, with over ten times the sale of Omega Oil, and over twenty times its annual profit from advertising, was remembered only by 11 people, while big Peruna was remembered only by 10.

Cream of Wheat, a good cereal of comparatively limited sale, was remembered by 34 people out of the 200.

Grape Nuts, purchased by over ten times as many people as Cream of Wheat, was remembered only by 6 persons out of the 200, and Postum Cereal by only 16 persons.

Yet these two latter articles, advertised on conventional lines, are earning about a million dollars a year in net profits.

This is probably more than five times the net profit made by Cream of Wheat, the name of which was remembered by six times as many people.

Sapolio was remembered by 66 people and Gold Dust by 26. But—Pearline was remembered by only 11 of the 200 people.

Ask any wholesale grocer who is doing a national business how many packages of Pearline are sold for every package of Sapolio.

Quaker Oats was remembered by 43 people, and Force by 37 of the 200.

It is doubtful if the combined profits, resulting from the advertising of these two General Publicity products, equal half the net profits on Grape Nuts alone.

Yet Grape Nuts was remembered by only six persons of the 200, against the combined 87 persons who remembered Quaker Oats and Force. Among very profitably advertised articles the names of the following were remembered by only one person in the 200, viz.—

The Regal Shoe, Dr. Pierce's Favorite Prescription, Horlick's Malted Milk, Dr. Shoop's Restorative, The Scranton Correspondence Schools, Lydia E. Pinkham's Compound, Sears, Roebuck & Co., and Macbeth's Lamp Chimneys.



Meantime, every one of these has a larger, and, it is said, a much more profitable sale than Wool Soap, which was remembered by 15 times as many people as any one of them.

What are the leading conclusions to be deduced from the interesting data secured by Mr. Thain?

1st—That "General Publicity" is distinctly successful in keeping the name before the people.

2nd—That people who merely remember the name (or brand) clearly do not go further and buy the goods because the name was kept before them.

3rd—That the true purpose of advertising is to actually sell goods, and do it more profitably than the same goods could be sold without advertising.

4th—That the kind of copy which evidently sells the most goods most profitably is not the kind that is seen by the greatest number, nor that entertains the greatest number, nor that impresses a mere brand on the greatest number, but—

The less pretentious and more sincere kind of copy, which convinces those who once read it that the article referred to is something they should use and keep on using.

A true conviction, once firmly established, may last a whole life time.

It can only be counteracted by a deeper contraconviction, which will require more skill, and a better article, in order to supplant the original conviction.

The impression of a mere brand or name, through "General Publicity," has profitable selling effect only so long as there is no direct competitor in the field doing more advertising of the same kind, or half as much advertising that carries twice as much conviction.

Pears' Soap, for instance, has in past advertising used some convincing facts for a sincerely good product.

These convincing facts have made such a permanent impression on the reader's mind that it takes three times as much General Publicity now to sell as many dollars worth of five-cent Ivory Soap as it does to sell the same amount in dollars worth of Pear's Soap, which is retailed at 150 per cent to 200 per cent higher price.

It is true that Pears' Soap has been 100 years on the market. It is also true that the percentage of conviction in past copy was what kept Pears' Soap on the market, and prevented its being superceded out of business long ago by its thousands of General Publicity competitors, most of whom have been born, lived and died since Pears started to advertise.

But Ivory Soap has been advertised heavily for five years also. Five years should, under present conditions, be long enough to make the maximum impression through advertising,

with the large volume of publicity Ivory Soap has had, and with the low price at which it is sold—viz.: 5 cents per cake.

Only one-third the persuasion is needed to sell \$1,000 worth of good soap at 5 cents per cake, as would be needed to sell \$1,000 worth of equally good soap at Pears' price, viz.—12 to 15 cents per cake.

If you doubt it, "ask the Man" behind the bargain counter.

Ivory Soap was remembered by more people than any other article named in The Straw Vote.

It was, therefore, impossible to write this summary of results without going into details regarding its copy and sale.

What has been said about it applies with equal force to Uneeda Biscuit, and to several other general publicity propositions.

The general business success of these articles is not a criterion by which to judge their advertising copy. The same good management, and good articles, might have achieved success without any advertising, and under entirely different brands. A brand is not a fetish—and all is comparative.

The Poker player who wins 50 chips on four aces, when he should have won 500 chips, is not a subject for congratulation nor emulation.

The kind of copy that makes so many people remember the name is represented by the Kuppenheimer Ivory ad. which contains nothing but the two words, Ivory Soap, that could be remembered, or that would be worth remembering.

It is useless to expect these statements to go unchallenged by Ivory Soap or Uneeda Biscuit, just as it would be useless to write this article without referring to the advertising of these two products that topped the list in the straw vote.

The reference to Ivory Soap and Uneeda Biscuit has therefore, not been preferential with the writer—the circumstances forced it upon him.

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**S**UCCESS in salesmanship depends as much on force of character as it does on what is sometimes termed a "smooth line of talk." Far better off is he who is a first class cook on a third rate canal boat than the chap who depends on the reputation of his house for his support rather than upon his own individuality.

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**A**FTER the initial smile, which must not be stereotyped, look your man square in the eye—and let that look be honest. The result is results.

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Your successful salesman is the one who "closes" on the first call.